



Corporate presentation

For Hellenic Fund and Asset Management
Association

June 7th 2016
Athens Exchanges

“A unique recipe to deliver global growth”





Creta Farms at a Glance

- Founded in 1970
 - 2 production sites (Athens & Crete)
 - Market leader in deli meats in Greece
 - The largest pork and deli meat producer in Greece
 - Tripled turnover in 15 years
 - 28% market share in 2015
 - 640 workforce
-

Vision



We aim to help people eat
and live better

A circular graphic of a globe with a green farm scene on top, including a house and trees.

A local Greek company
through global - patented
products provides the
whole world with the
benefits of olive oil

We focus on

Our vision for over 30 years is to **help people live and eat better** offering products of **high nutritional value, rich in taste and flavour.**





How we incorporate E.V.O.O in several types
of food

Innovation - Deli meats

We choose high quality
Lean meat



&

We directly incorporate
top quality Extra Virgin Olive Oil



Classic deli products – Ham, Turkey, Pork Shoulder, Bacon and *Sausages*

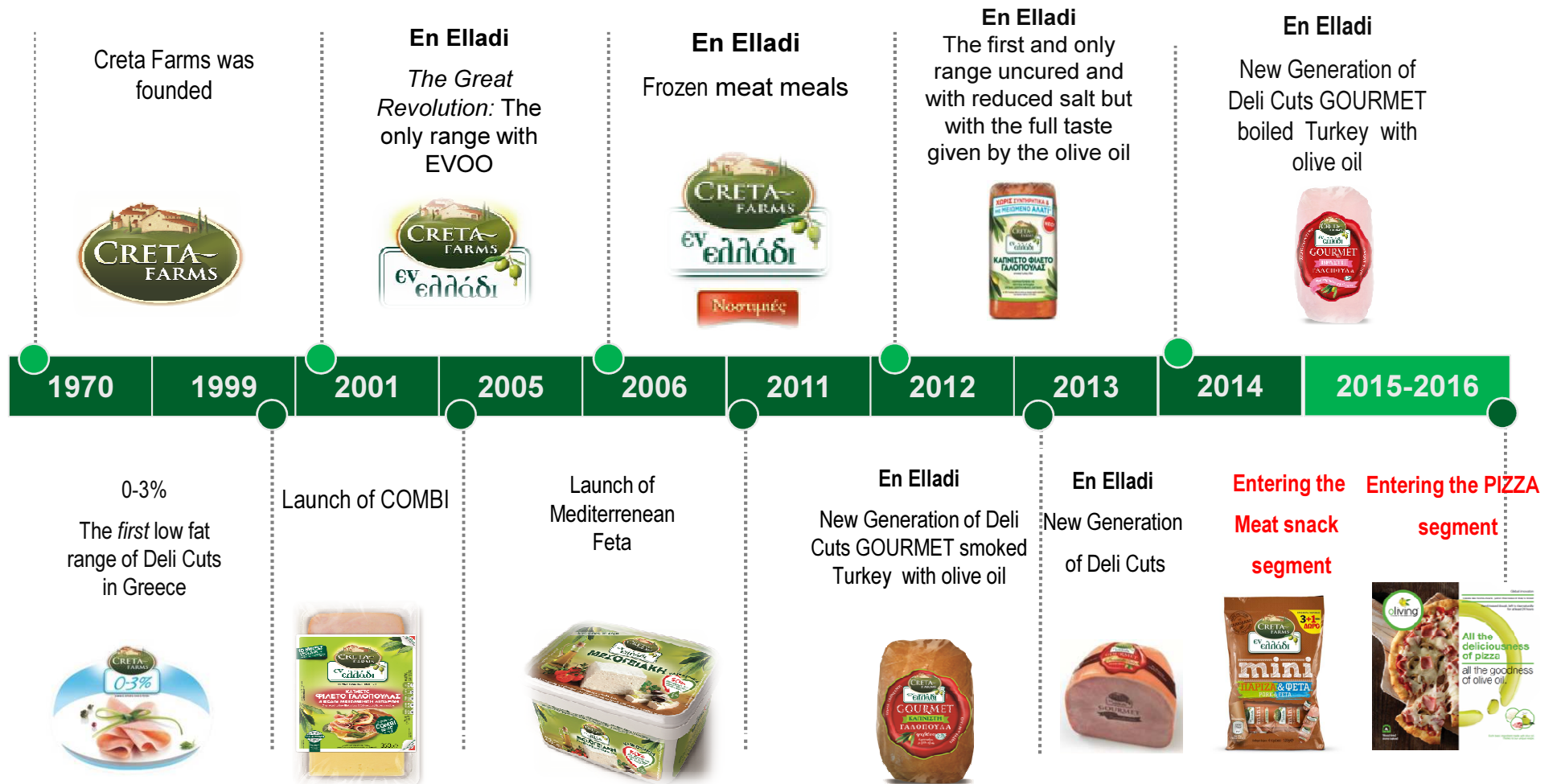
Innovation – Dairy products



Classic cheese products - Feta, Mozzarella & Gouda

The patented technology offers innovative products with olive oil with improved nutritional profile as well as excellent taste thanks to olive oil, 'aligned' with modern dietary trends.

Consistent Product Development



17 patents granted by a number of national and regional patent organizations



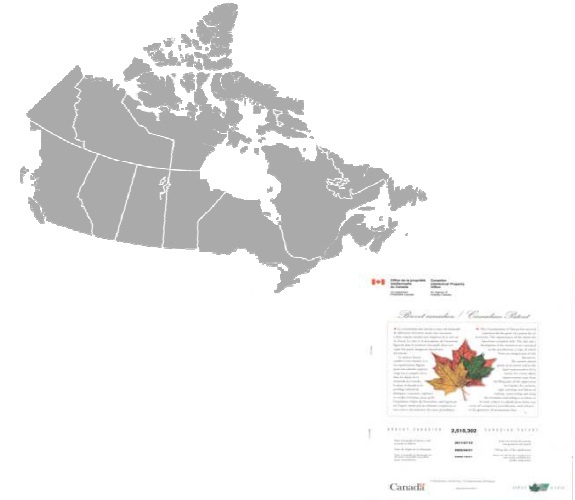
European Patent Office



EuroAsian Patent Office



Canadian Patent Office



Japanese Patent Office



USA Patent Office



Chinese Patent Office





What is innovation for Creta Farms?

- ✓ **17 patents** in the food technology worldwide
- ✓ One of the biggest innovation food companies in Europe
- ✓ 2 R&D sites with highly skilled scientists
- ✓ **5mn euro invested** in 2015
- ✓ Strong portfolio of know how and trade secret technology
- ✓ **1st license agreement** in the food sector
- ✓ 1st food company in Greece **exporting technology**
- ✓ **1st company to export & license** technology worldwide
- ✓ **1st EIB Greek funding** for our innovation plan in the next 5y



**European
Investment
Bank**

The EU bank



1st Financing Agreement

received by “The Juncker Plan for Investment in Europe”

15 mn EURO for Investing in RDI



European
Commission



Creta Farms “Research, Development and Innovation” Strategy

- The project concerns the development of **new product lines** in the deli meat and dairy food segments
- New products with enhanced health/nutrition or dietary properties, based on the proprietary **“Oliving infused technology”**
- Creation of new products or **adaptation*** of existing product lines
- European Investment Bank **does not fund Working Capital**, only the **RDI Project**
- For **international expansion** and market introduction of **new innovative products/lines**



Taste and Nutrition at its core

We guarantee for our partners that in sensory tests, we can produce:

- the **BEST** product,
- **in any category** of deli meats
- **in any** country!!!

**Accumulated know how
the last 16 years**

WINNING TASTE (BETTER TASTE)

Through the addition of extra virgin olive oil our products are rich in taste and flavor.

BETTER NUTRITION (BETTER FOR YOU)

Through the addition of extra virgin olive oil our products are good for you.



Strategy Food pillars and Brands

Food Company

Deli Meats

Meat Snack

Cheese
& Dairy

Pizza &
Ready
meals



1st pillar - Deli meats

Classic deli meats products

Extensive product line with claims:

- less saturated fat
- We guarantee winning taste with natural attributes
- Strong branding En Elladi and Oliving
- Target 30% market share for EN Elladi in 3y
- Further penetration into the HORECA market

Greek market size

450-500 mn euro
(including food service)

Point of Sales

Super market chains, deli shops, HORECA, Hard discounters

2nd pillar - Meat snacks Minis

Fresh Meat Snack Mini for the retail market

Claims:

- World class innovation with patented easy opening pack
- Juicy meat fillet
- Superior taste
- Nutritious offers (protein source)
- Long shelf life and high visibility
- **4x** market size Vs deli meats



8x



4x

Taste, Convenience, Nutrition

- Tastier than a cereal bar
- More convenient than yoghurt
- More protein than a fruit!

Point of Sales

Super market chains, deli shops, kiosks, travel retail, gas stations, bars & pubs

2nd pillar - Meat snacks Minis

Fresh Meat Snack Mini for the impulse market

Claims:

- from 58 kcal
- Juicy meat fillet
- From **2% fat-5% fat**
- 4 hours shelf life outside the chiller
- From 1 euro



2+2 breadsticks



1+2 breadsticks

Point of Sales

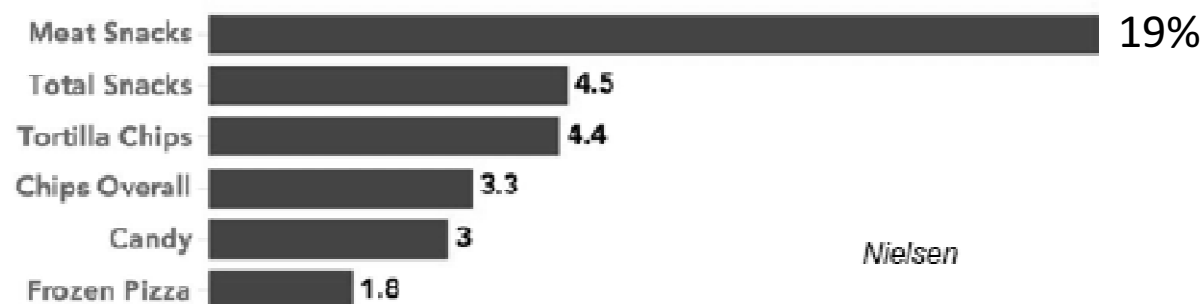
kiosks, travel retail, gas stations, bars & pubs



Global Meat snack and snack market

Meat Snacks is the fastest growing categories of snack food, a \$2.5B market with 19% projected growth.

Shift towards **healthier** snacking ,no more salt, sugar and carbohydrates



Snack sales totalled \$400 billion annually

- Europe: 170 billion
- USA: 120 billion
- Asia Pacific : 50 billion
- Latin America: 30 Billion

Video mini

3rd pillar - Cheeses & dairy products

Cheeses

Claims

- ✓ **World class innovation, 1.5% fat**
- ✓ **Classic cheese products - Feta, Mozzarella & Gouda (50 - 90% less fat)**
- ✓ **High protein, Less saturated fat, gluten free series**
- ✓ **Winning, gourmet taste & significantly improved nutritional value**



Potential point of sales
Super market chains, deli shops

4th pillar– Pizza and Ready meals



Tastier and healthier Pizza, thanks to the unique recipe

Claims

- ✓ **Global** innovation and patented recipes
- ✓ At least **54%** less saturated fat with **High unsaturated** fat content

Potential point of sales
Super market chains, deli shops



Experienced management team for operational excellence

Position	General Manager & Deputy CEO	CFO	Sales Director	Marketing Director	International Marketing & Development Director	R&D Director	Factory Operations Director	Human Resources Director	Internal Auditor	IRO
Executives	Konstantinos Frouzis	Dimitrios Chatziagiannidis	Valantis Apergis	Maria Bletsa	Thomas Gianoutsos	Vasillis Voumvourakis	Dimirtis Kominis	Kostas Vavaroutas	Thanassis Fliatouras	Nicholas Anamourloglou
Years of exp.	30	30	18	15	15	18	13	19	10	20
Joined CF	2015 December	2015 December	1997	2007	2010	1997	2005	2016	2014	2014
Previous positions	 	 		 	 			 		

Operations Strategy: GR and International



- GR: Preferred supplier
- International: Fast penetration, low cost, lower risk



A:License an I.P. bundle (know-how, patent rights, trademark, marketing)

Australian case

- Total Australian market of deli meats: **AUD 2 billion**
- Primo S.A. (subsidiary of global giant JBS)
- The 5 year b.p. AUD 400ml based on royalty scheme (quarterly)
- Commitment for **AUD 5mn** in advertising
- **Oliving by Hans** brand
- Listed in 1,700 pos in modern retail
- **High potentiality** for more W.Distribution and SKUs





A: License an I.P. bundle (know-how, patent rights, trademark, marketing)

Replicate the successful model of Australia to other regions where patents has been granted



Countries & Regions

Australia (expand business)

New EU country is coming....

Territories mostly outside Europe

License comprises in various product segments



Segments

Deli meats

Meat Snacks

Pizza

Cheeses

B:Exports: Mini meat snack and deli meats, etc

Having the MINI meat Snack as the flagship for global penetration:

Countries & Regions

CYPRUS

BALKANS

OTHER EU COUNTRIES

MIDDLE EAST (*Halal certified*)



“We know consumers have an interest in portable and protein-based nutrition” (Michele Buck, President of Hershey* North America)

*Herseys ranks among the Top 4 companies in the World in the confectionary arena (Mars, Mondelez, Nestle, Herseys)

January 2015: Hershey announced it was acquiring KRAVE for over \$200M, its first purchase outside of candy. Hershey plans to operate KRAVE as a standalone business within its Hershey North America division

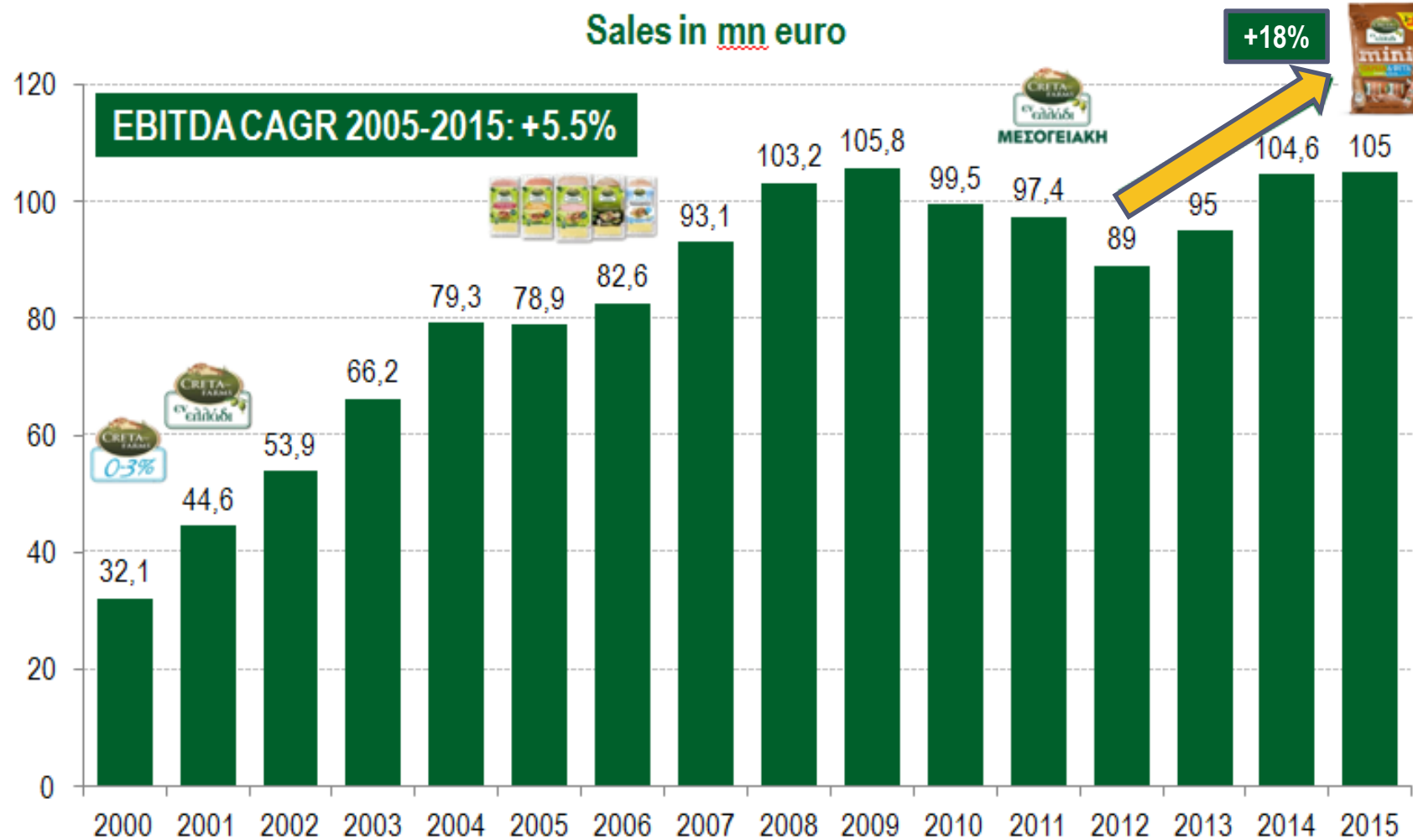




Our Vision: Operational Excellence

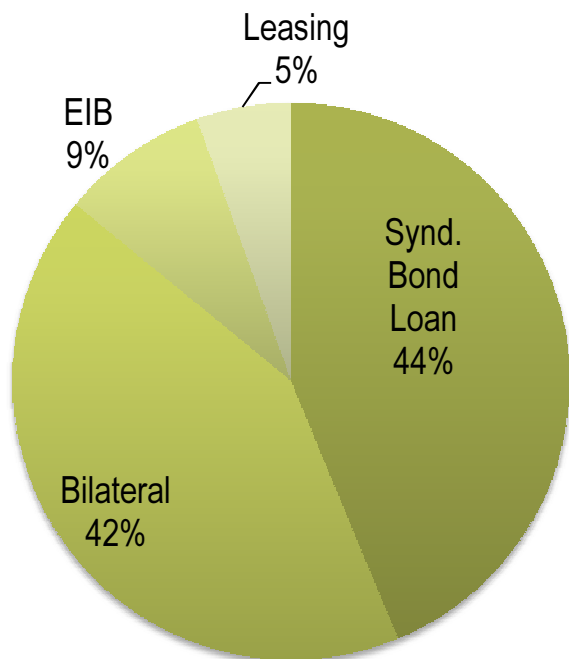
- **Superior quality and continuous innovation / branding**
 - **Preferred supplier in GR**
 - **Larger footprint in the International arena**
 - **Incremental contribution in the GR GDP growth based on Production and Exports**
-

Sales evolution in mn euro



Selected Balance Sheet metrics

Debt structure



Total Debt= 116,7mn euro
WAC of Debt: 7%

Sources of Funding

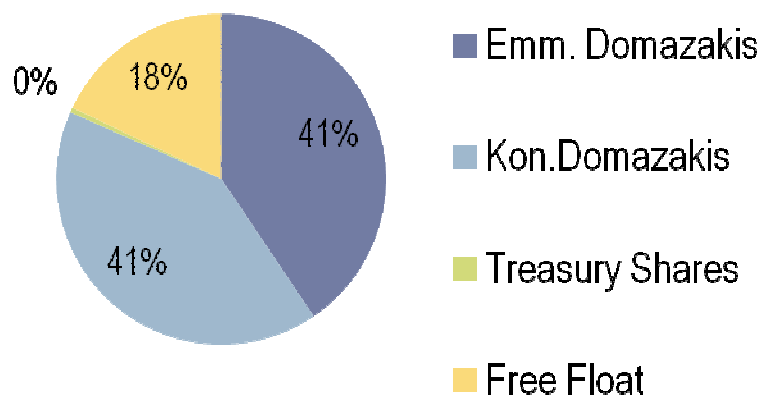
Lending
 Leasing
 EIB
 L.Gs
 Factoring
 Trade Finance

Duration of Debt (mn euro)

Duration	Syndicated Bond Loan	EIB	Bilateral	Leasing
1 year	4,88	0	2,65	0,44
1-5 years	21,41	10	9,07	2,39
> 5 years	24,75	0	1,29	0,95

Shareholding structure & Share price data

Shareholding Structure



Share price movement



Share Data	
Shares issued	29.480.000
Share price as of 05/06	0,56
Treasury Shares	143.533
Market Cap	16,5 mn euro

Share performance	
YTD return	50,7%
1 YR return	22%
52W range	0,25-0,65

Video



Thank
you



Disclaimer: Caution Concerning Forward-Looking Statements

Unless otherwise indicated, the condensed consolidated financial statements and the financial and operating data or other information included herein relate to Creta Farms and its subsidiaries ("or the "Company" or "we" or the "Group").

This document contains forward-looking statements that by their nature involve risks and uncertainties. These statements may generally, but not always, be identified by the use of words such as "believe", "outlook", "guidance", "intend", "expect", "anticipate", "plan", "target" and similar expressions to identify forward-looking statements. All statements other than statements of historical facts, including, among others, statements regarding our future financial position and results, our outlook, business strategy and the effects of the global economic slowdown, the impact of the sovereign debt crisis, currency volatility, our recent acquisitions, and restructuring initiatives on our business and financial condition, our future dealings with The Creta Farms, budgets, projected levels of consumption and production, projected raw material and other costs, estimates of capital expenditure, free cash flow, effective tax rates and plans and objectives of management for future operations, are forward-looking statements. You should not place undue reliance on such forward-looking statements.

By their nature, forward-looking statements involve risk and uncertainty because they reflect our current expectations and assumptions as to future events and circumstances that may not prove accurate. Our actual results and events could differ materially from those anticipated in the forward-looking statements for many reasons, including the risks described in the Annual Financial Statements for Creta Farms and its subsidiaries the year ended 31 December 2015

Although we believe that, as of the date of this document, the expectations reflected in the forward-looking statements are reasonable, we cannot assure you that our future results, level of activity, performance or achievements will meet these expectations. Moreover, neither we, nor our directors, employees, advisors nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. The Company is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, subsequent events or otherwise. The Company's Investor Relations website at <http://www.cretafarms.gr/gr/omilos/enimerosi-ependuton/pliροφοrisi-metoxon/> contains a significant amount of information about Creta Farm, including financial and other information for investors. Creta Farm encourages investors to visit this website from time to time, as information is updated and new information is posted.